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WAS SUBMITTED FOR THE RECORD BEFORE  
OR AT THE PLANNING COMMISSION HEARING  
ON THIS ITEM WHICH IS NOW APPEARING  
BEFORE THE CITY COUNCIL**



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February 7, 2007

City of Las Vegas Planning Commission  
City Hall  
400 Stewart Avenue  
Las Vegas, NV 89101

VIA FACSIMILE (702) 385-7268

RE: *Special Use Permit 18902*

To Whom It May Concern:

I am writing this letter on behalf of Jack Weinstein and The Tower of Jewels to formally object to the application filed for Special Use Permit 18902 (if granted, it would allow the operation of a pawn shop at 856 East Sahara Avenue, Unit 201, Las Vegas, Nevada 89104 (right next to The Tower of Jewels flagship store)).

As you may be aware, Jack Weinstein has been selling high-end jewelry in the Las Vegas Valley for more than thirty years. While Tower of Jewels' locations have been opened in a number of different cities, The Tower of Jewels has always called Las Vegas "home." It was for this reason that, in 1998, when Mr. Weinstein was looking to open a new flagship store for The Tower of Jewels, Mr. Weinstein scoffed at those who suggested that he open the store in Summerlin or Henderson (at that point established, yet growing residential communities). Mr. Weinstein lived in the heart of Las Vegas; Mr. Weinstein worked in the heart of Las Vegas; and as far as Mr. Weinstein was concerned, there was only one place for The Tower of Jewels' flagship store – the heart of Las Vegas.

In 1999, after investing millions of dollars in acquisition, design and construction costs, The Tower of Jewels' flagship store opened at 896 East Sahara Avenue, Las Vegas Nevada 89104. Acting as both a manufacturing and retail location, Tower I (as it is commonly known) employs more than sixty people on a daily basis and generates sales in excess of five million dollars per year. While Mr. Weinstein has opened Tower of Jewels' locations in Summerlin and Henderson, there is only one flagship location and it is located at 896 East Sahara Avenue.

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It is because of Mr. Weinstein's long-time commitment to (and investment in) Las Vegas that the application filed for Special Use Permit 18902 is so troubling. The neighborhood is at a crossroads. It will either return to its vibrant days (helped by the presence of the Las Vegas Country Club to the South, Turnberry Place to the southwest, the Las Vegas Strip to West and businesses like the Tower of Jewels that are willing to invest millions in to ensure the success of the area) or slowly waste away until it looks like any other commercial block along Maryland Parkway.

A review of the makeup of the neighborhood reveals that it has a diverse group of residents. Within 1,000 feet of the location proposed for the pawn shop are residences, a school, a church, a Bank of America branch and at least one jewelry store that believes that the neighborhood's best days are ahead of it. The last thing the neighborhood needs is a pawn shop (what would be next . . . a check cashing location? How about a convenience store? Maybe a gun shop?)

It is respectfully submitted that the application for Special Use Permit 18902 should be rejected. The fate of this neighborhood will be decided over the next few years (one way or the other). The City Council should not seal the neighborhood's fate by issuing a Special Use Permit to allow the operation of a pawn shop next to one of the neighborhood's crown jewels (no pun intended).

Very truly yours,

  
Aaron R. Maurice, Esq.

ITEM # 29  
CASE # SUP-18902  
PC MTG 2807

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Item 29

# Telephone Protest/ Approval Log

Meeting Date: 2/8/07

Case Number: 18902

Date: 2/7/07  
Name: Rich Sauter  
Address: 610 E. Sahara  
  
Phone: 474. 6253  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Elton Marvin  
Address: 610 E. Sahara  
Ste. 5  
  
Phone: 734. 2349  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Bob Jukich  
Address: 610 E. Sahara  
Ste. 5  
  
Phone: 734. 8897  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Gladis Smith  
Address: 953 E. Sahara  
EA  
  
Phone: 431. 0980  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Paula Saddler  
Address: 953 E. Sahara  
Ste. E11A  
  
Phone: 792 - 6245  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Lawrence  
Address: 953 E. Sahara  
  
Phone:                       
☒ PROTEST ☐ APPROVE

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# Telephone Protest/ Approval Log

Meeting Date: 2/8/07

Case Number: 18902

Date: 2/7/07  
 Name: Michael Mayer  
 Address: 953 E. Sahara  
A-32  
 Phone: 735-4995  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
 Name: Ray Makuch  
 Address: 900 E. Karen  
Ste. H102  
 Phone: 735-0885  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
 Name: Christine Sporer  
 Address: 900 E. Karen  
 Phone: 732-5700  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
 Name: Mynne Delrosaril  
 Address: 2560 S. Maryland  
Pkwy #7  
 Phone: 369-9553  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
 Name: Daniel O'Shaughnessy  
 Address: 2540 S. Md. Pkwy  
 Phone: 791-2333  
☒ PROTEST ☐ APPROVE  
 We don't need any more (drawn) SHOPS

Date: 2/7/07  
 Name: Rhonda Scott  
 Address: 2650 S. Maryland  
Ste. A-4  
 Phone: 733-2727  
☒ PROTEST ☐ APPROVE



# Telephone Protest/ Approval Log

Meeting Date: 2/8/07

Case Number: 18902

Date: 2/7/07  
Name: Pastor Caruso  
Address: 950 E. Sahara  
Phone: 735.5778  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Christine Cullin  
Address: 1231 E. Sahara  
Phone: 699.9500  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Michael A. Morris  
Address: 953 E. Sahara  
Phone: 238.3896  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Randy Lang  
Address: 953 E. Sahara  
Bldg. 35-102  
Phone: 860.0980  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: Terry Hunt  
Address: 700 E. Sahara #A  
Phone: 137.7077  
☒ PROTEST ☐ APPROVE

Date: 2/8/07  
Name: Chung Park  
Address: 953 E. Sahara  
A.22  
Phone: 891.8444  
☒ PROTEST ☐ APPROVE

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# Telephone Protest/ Approval Log

Meeting Date: 2/8/07

Case Number: 18902

Date: 2/8/07  
Name: Sam Friedman  
Address: 1100 E. Sahara  
Phone: 737-1338  
☒ PROTEST ☐ APPROVE

Date: 2/8/07  
Name: Allen Welborn  
Address: 953 E. Sahara  
Ste. #16  
Phone: 732-7225  
☒ PROTEST ☐ APPROVE

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Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
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# Telephone Protest/ Approval Log

Meeting Date: 2/8/07

Case Number: 18902

Date: 2/7/07  
Name: Tom Conroy  
Address: 1313 E. Bonita Ave  
Phone: 721-4287  
☒ PROTEST ☐ APPROVE

Date: 2/7/07  
Name: White, Wendell  
Address: 2650 S. Maryland  
St. AZA  
Phone: 733-1124  
☒ PROTEST ☐ APPROVE

Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
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